

May 29, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

Re: WC Docket No. 02-235 Application of Univision Communications Inc. and  
Hispanic Broadcasting Corporation

On behalf of the National Puerto Rican Coalition, I am writing to express our support for the merger between Univision Communications Inc. and the Hispanic Broadcasting Corporation (HBC).

In addition to my position as President of NPRC, I also currently serve as Chair of the National Hispanic Leadership Agenda, a coalition of major national Hispanic policy and civil rights organizations; Co-Chair of the Hispanic Technology and Telecommunications Partnership (HTTP), a coalition of national Hispanic organizations concerned about the digital divide; and as a member of the Board of Directors of the National Hispanic Media Coalition, and the Hispanic Association on Corporate Responsibility. As a leading member of these national coalitions, I am aware and knowledgeable about the issues involved in the proposed merger of Univision and HBC.

Univision and HBC have a long history of involvement and cooperation with the Hispanic community and have been active partners in local and national initiatives to advance the social and economic well being of Americans of Hispanic descent. Through public service broadcasts and special news and information reports, they are a vital communication link to members of the Hispanic community. These companies serve as a critical source of information particularly for Hispanics with limited English proficiency, who would not otherwise have access to information concerning critical issues such as immigration regulatory changes and deadlines, public health warnings, consumer protection alerts, housing laws, elderly benefits, and other important matters affecting their quality of life.

Both Univision and HBC were a vital link in the aftermath of September 11<sup>th</sup>, when America was shaken and there was so much confusion and concern over public safety and the future. Both companies rose to the challenge, maintaining many weeks of special coverage and serving as a central information vehicle for the Latino community. Their efforts in the wake of 9/11 were invaluable and indispensable to the many Latino families who lost family members, friends and co-workers, and to the Hispanic community in general. As Chair of Unidos for America, a national Hispanic humanitarian effort to address the social and economic consequences of the terrorist attacks, I and the members of Unidos for America recognize the contributions of Univision and HBC which served as advisors and partners in our efforts, and for the support they continue to provide to the Hispanic community.

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I also want to register my disagreement with the proposal to segregate Spanish language media from other non-Hispanic media. It is offensive to suggest that as a result of the success of Spanish language media in the U.S. that it should be treated differently by the regulatory agencies. The FCC must seek to level the playing field and promote fair competition within the industry it regulates and reject suggestions that would create obstacles to investment and development. Spanish language media has grown by competing with English language media because the public prefers the quality of the programming it provides and it is culturally sensitive.

Although the Hispanic community is the fastest growing segment of the U.S. population, most network news coverage rarely focuses on issues affecting Latinos, unless the reports involve crimes or scandals. Thus, the only culturally relevant news available to many Hispanic Americans is found mainly on Spanish language television and radio stations. Both Univision and HBC have an exemplary record of addressing the public interest needs of the Latino community. Their news broadcasts cover local community and national events that impact the Latino community and critical social, economic and political events in Latin America which are of concern to the Hispanic immigrant community. In this and many other respects, the news and entertainment programming provided by Univision and HBC to the Hispanic community is superior to that provided by English language media, and this has allowed these companies to succeed in a highly competitive media market. Creating a separate regulatory category for Spanish media would be a step backward and would threaten the long-term success of this vital media.

The proposed merger will also promote continued growth in opportunities for Hispanics within the industry, where Univision and HBC have been at the forefront of raising the visibility of Hispanic Americans. The majority of the workforce and management of both companies is Hispanic, and this will continue after the merger because the policies and corporate culture of both stations have promoted training and career advancement of Hispanics and the appointment of Hispanics to management level positions. Furthermore, 50 percent of the board of directors of Univision is Hispanic, a percentage that few other companies in the media industry and corporate America have attained, and which merits recognition. After the merger, I am confident that Univision will continue to energetically apply high standards of corporate responsibility to advancing Hispanic management, employment, contracting and investments, and this will result in expanded opportunities for Hispanic growth within the media industry.

In consideration of Univision and HBC's impressive record of community involvement, public service, corporate responsibility, and the benefits that will result from the proposed merger, I urge the FCC to approve this application.

Thank You,

Manuel Mirabal  
President & CEO